

UNIVERSITI TEKNOLOGI MARA

**THE INFLUENCE OF ELECTRONIC
WORDS OF MOUTH (EWOM) ON THE
MALAY FILM INDUSTRY**

ABDUL AZIZ AZIZAM

Thesis submitted in fulfillment
of the requirements for the degree of
Master of Art

Faculty of Communication & Media Studies

September 2014

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

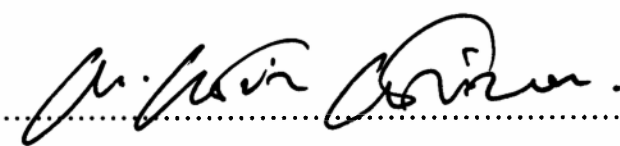
Name of Student : Abdul Aziz Azizam

Student I.D : 2011856608

Program : Master of Mass Communication (MC780)

Faculty : Faculty of Mass Communication and Media Studies

Thesis Title : The Influence of Electronic Words of Mouth (eWOM) On the Malay Film Industry.

Signature of Student : 

Date : September 2014

ABSTRACT

The growth of the Malay film industry in Malaysia nowadays has rapidly increased. This phenomenon occurs due to the popular demand by the Malaysian audience. eWOM also is seen as an effective tool that may help cater to the demand. Recently, many Malay films are able to compete with the Hollywood movies in terms of box office collection. One of the reasons is that, Malay industry has discovered the sequences of innovative technologies such as CGI (Computer Generated Imagery), Green Screen, and also eWOM. The electronic words of mouth or (eWOM) has become one of the most popular topics in the current local film industry. In Malaysia, the development of the Malay films can be seen as a considerable effect of eWOM. However, there are still a minimum number of studies conducted in Malaysia regarding the influence of eWOM towards film, especially the Malay film production. Hence, the aims of this study are to understand the function of eWOM, to explore whether eWOM is a better influence in Malay film marketing rather than the traditional Malay film promotions, and to study how eWOM influences the Malay film industry that underwrites the development of the Malay film industry. This study is an exploratory study, and researcher used qualitative-grounded theory approach to accumulate the data through several focus group sessions as the main data along with triangulation with in-depth interview and also content analysis to ensure the credibility of the data. By using the grounded theory design, the researcher generated a middle-range conceptual model to provide further understandings regarding the effects of eWOM to Malay film industry.

TABLE OF CONTENTS

AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	ix
LIST OF FIGURES	x

CHAPTER ONE: INTRODUCTION

1.0 Introduction	1
1.2 Background Of The Study	1
1.3 Problem Statement	2
1.4 Research Questions	3
1.5 Rationale Of The Research	3
1.6 The Significance Of The Study	4
1.7 The Objectives Of The Study	5
1.8 Scope Of Study	6
1.9 Definition Of Term Used	6
1.9.1 Ewom	6
1.9.2 Malay Film	7
1.10 Chapter Summery	8

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction	9
2.1malay Film	9
2.2 Finas	11
2.3 Online Media	14
2.4 Social Network Site (SNS)	15
2.5 EWOM	17

2.5.1 Concept Of Electronic Word Of Mouth (EWOM) Activity	19
2.5.2 Input	20
2.5.2 Process	21
2.5.3 Output	21
2.6 Conventional Film Promotion And Advertising	22
2.7 Related Theory	24
2.7.1 Social Judgment Theory (SJT)	24
2.7.2 Grounded Theory	26
2.8 Conceptual Framework	28
2.9 Chapter Summary	29

CHAPTER THREE: METHODOLOGY

3.0 Introduction	30
3.1 Qualitative – Grounded Theory Design	30
3.2 The Systematic Design	31
3.3 Data Source	32
3.3.1 Focus Group	32
3.3.1.1 Introduction To Focus Group	32
3.3.1.2 Definitions	32
3.3.1.3 Advantages of Focus Group	33
3.4 Data Collection	34
3.4.1 The Procedures	34
3.4.1.1 Planning	36
3.4.1.2 Timeline	38
3.4.1.3 Recruiting	39
3.4.1.4 Moderating	39
3.4.1.5 Analysis and Report	40
3.4.1.6 Data Coding	41
3.4.1.7 Developing themes	42
3.4.1.8 Analysis Procedure	43